

Where There Is Justice, Co-operation, Economy and Energy, There Is Service.

5th Avenue

James McCreery & Co.

34th Street



Hand-Made Lingerie Blouses In Our May Sale of White

5.00

3.95

Manufacturers, by way of showing their appreciation to McCreery's for being the first store to display Hand-Made Blouses, have allowed us great price concessions on superior types for the May White Sale. Consequently we can offer them for much-below-regular prices.

At 5.00 there are perfectly exquisite models of the finest French Voile, adorned in novel ways with hand-drawn work, hand-embroidered dots and wide edging of Real Filet Lace. They are most exceptional value.

These, too, are trimmed with real Filet Lace! A most unusual trait in Blouses so modestly priced.

There are three different models, each flaunting lavish adornment of hand-drawn work, hand-embroidered dots and Filet Lace. All are of that fashionable type that has a vestee and long, Tuxedo collar, as this style looks best with the new modes in Suits and Sweaters.

They are fashioned of fine, silky Batiste, two models with three-quarter length sleeves and one with full-length sleeves.

(Fourth Floor)

Woolen Dress Goods Specially Priced

All Wool Jersey Cloth in dress weight; all the choice colors for sport use. 54 inches wide. yard, 1.95
All Wool Tricotine in Navy, Cream, and Black; proper weight for Spring and Summer apparel. yard, 2.95
Mixed Tweed Suitings and Homespuns in a splendid range of desirable styles and colors. 54 inches wide. yard, 1.65

(Second Floor)

New Silk and Lingerie Underthings

Now in the May Sale of White

Indescribably beautiful things of lustrous Crepe de Chine, Philippine handwork and Tub Silk, marked at prices that assure the immediate sale of every garment.

Of Crepe de Chine

Night Gowns, lace trimmed.....3.95
Night Gowns, trimmed or tailored.....4.95
Night Gowns, square or V-neck; trimmed or tailored.....5.45
Night Gowns, enriched with lace.....5.95
Envelope Chemises, tailored or lace-trimmed.....1.95
Envelope or Step-in Chemises.....2.95 and 3.45
Step-in Chemises adorned with Georgette, lace and ribbon.....3.95
Step-in Drawers, lace-trimmed.....1.95 and 2.95
Bloomers of Washable Satin or Crepe de Chine—tailored models.....2.95
Bloomers of Crepe de Chine, lace trimmed.....3.95

Philippine Hand-Embroidered and Hand-Made Undergarments

Night Gowns and Envelope Chemises in two groups. 2.45 and 2.95

White Tub Silk Petticoats

2.95

Pretty, summery models of heavy quality Tub Silk, panelled back and front.

(Third Floor)

New Cotton Dress Fabrics

At May Sale Prices

Their fresh, flower-like loveliness conjures pictures of a host of fetching Summer Frocks for modest expenditure.

Here are a few of the remarkable values offered:

Imported White Organdie made in Switzerland—sheer and transparent; it will retain its finish after laundering. 52 inches wide. yard, 75c

McCreery's Dress Gingham in an extensive line of desirable size checks; new colorings. yard, 75c

Canton Crepe, silk and cotton mixture; suitable for apparel; complete line of new Spring colors. 36 inches wide. yard, 45c

Novelty Printed Dress Voiles in a wonderful array of pretty colors and designs on light, medium and dark grounds. 38 inches wide. yard, 29c to 45c

Genuine Imported Swiss Organdie, guaranteed to retain its finish after several washings with soap. A complete range of the latest Paris colors. 44 inches wide. yard, 65c

(Second Floor)

Women's High-Class Wraps

Reduced to 48.00

formerly 59.50 to 65.00

Every model taken from regular more costly stock and reduced. All are highly fashionable styles, fashioned of really excellent materials and beautifully lined.

Every size is represented in several different styles and fabrics. Every modish Spring Shade is featured.

All our high-priced wraps, the majority of which are copies of imported models, have been reduced to a price far below cost to us. They are all most distinctive in style and perfectly tailored.

(Fourth Floor)

"McCreery Silks"

Famous Over Half a Century

At May Sale Prices

How dazzlingly beautiful and varied White can be is emphasized in the wonderful assortment of White Silks we have grouped for the May White Sale. To what length we have gone to give exceptional values is evidenced by the remarkably low prices they bear.

Over 100,000 yards of staple and dependable White Silks.

Special for To-morrow

5,000 yards of high-class

Printed Georgette Crepe,

40 inches wide.. formerly 3.50, yard 1.55

8,000 yards of our White Chiffon Broadcloth Taffeta—light as Chiffon, strong as Broadcloth. 36 inches wide. formerly 3.00, yard, 1.95

4,000 yards of a heavy White Silk Canton Crepe—most unusual quality—39 inches wide. formerly 4.50, yard, 3.35

5,500 yards of White Baronet Sport Satin. 40 inches wide. formerly 4.50, yard, 2.95

4,000 yards of Japanese White Lingerie Silk. 36 inches wide. formerly 2.00, yard, 1.45

3,500 yards of heavy White Broadcloth Silk. 33 inches wide. formerly 4.00, yard, 2.35

4,500 yards of White Silk Tricolette Suiting. 36 inches wide. formerly 3.50, yard, 1.85

(Second Floor)

Handkerchiefs Reduced In the May White Sale

Handkerchiefs of every description, white or colored, plain or daintily embellished, appear in the May White Sale at extremely low prices.



For Men
Pure Linen Handkerchiefs in regular size. doz., 3.00 and 4.85

Pure Linen Handkerchiefs, with initial. doz., 6.00 and 7.00

Cambric Handkerchiefs with satin stripe. doz., 1.75

For Women
Irish Linen Handkerchiefs with small block initial. doz., 3.00

White or Solid colored Linen Handkerchiefs, embroidered in dainty floral designs. doz., 3.00

Demi-linen Handkerchiefs with block initial. doz., 1.75

(Main Floor)

Women's Afternoon and Street Gowns

Specially Priced at 39.50

Another offering that emphasizes our policy of lowest possible prices.

The most casual observer would appraise these Dresses at a much higher price, for their exceptional value at 39.50 is evidenced at a glance.

There are fetching affairs of Canton Crepe, others of Crepe de Chine, Satin, Georgette Crepe or Taffeta. Swaying, swishing Fringe, rich embroidery, twinkling beads, streamers and sashes of ribbon embellish them.

150 All Silk Foulard Dresses - Special, 12.50

A colorful array of new Cotton Frocks marked at prices much lower than prevailed last season, now awaits your selections.

(Fourth Floor)



Our Entire Stock Of New Millinery 1/2 Price! For Monday Only

Remaining Hats Will Go Back To Regular Prices on Tuesday

Entire stock, without exception, in the Blue Salon, as well as the American-made, Untrimmed, Flower, Feather and Mourning Sections.

Hats for dress—for evening wear—for the theatre—for afternoon—for country and sport wear—for motoring. Models for girls, misses, matrons and young women.

Every Hat is fresh and new and highly fashionable—many exclusive Imported Models as well as recent copies.

Reductions Will Be Made at Time of Purchase

Prices Will Go Back to Regular on Tuesday

No C. O. D.'s

No Approvals
(Third Floor, Annex)

No Returns

